Ivory Ya-Hsuan Tai

Data Science & Machine Learning

(+33) 6 10 91 14 15
yahsuan.tai@sciencespo.fr
8 Rue Cantagrel 75013 Paris
linkedin.com/in/yahsuantai

Data Analyst @ Dior | **1+ experience in data, looking for a CDI contract of data analyst position.**

Professional experience

Data Analyst
Parfums Christian Dior

- Paris, France
| July 2020 - present

In Data & Analytics team of Digital Department at Dior, my missions are consist of 4 pillars:

- **Reporting:** define business KPIs and build automated reports and dashboards with SQL for the monitoring of new features (ex: Apple pay express feature on dior.com) and other subjects (acquisition, sales, client, product dashboards, etc.).
- **Tracking:** implement & ensure tracking of new features on dior.com to acquire data and enhance data quality for reporting.
- **Ad-hoc Analysis:** performed analysis and build dashboards to validate hypothesis and guide product roadmap with data.
- **A/B Testing:** define & monitor KPIs of A/B testings carried out with LVMH Optimization Lab to make business decisions.

Digital Marketing Intern
Codementor

- Taipei, Taiwan
| Jan. - June 2017

- In charge of SEO & SEA marketing, creating trending posts contents and conducting online communities. Gained 1,4k organic clicks and average click-through rate of 11%.
- Created a dashboard to evaluate and analyse the performance of the website and social media.

Academic background

Msc in Data Science & Digital Marketing
emlyon business school

- Paris, France
| Aug. 2019 - Dec. 2020

Specialization: Data Science • Python (Pandas, Numpy, Sklearn, seaborn…) • Machine Learning • SQL, PostgreSQL • Text mining • Data Visualization (Tableau, PowerBI, R shiny) • R • AI and disruptive technologies

#UC Berkley School of Information : obtained the certificate of online course Artificial Intelligence Strategy for 2 months.
#Learning trip to Silicon Valley: witnessed the silicon valley entrepreneur ecosystem and its amazing capability of technology innovation.

Undergraduate Exchange Programme
Sciences Po Paris

- Paris, France
| Aug. 2018 - June 2019

Specialization: Economics & Finance • Cryptocurrencies & Blockchain • Microeconomics • International Negotiation

Bachelor of Sciences in International Business
National Taiwan University

- Taipei, Taiwan
| Aug. 2015 - June 2019

Specialization: Strategy • International Strategy • Financial Management • Platform Strategy • Game Theory • Statistics

Individual Projects

See more on my website: https://ivorydaae.github.io/yahsuan-tai/

Machine Learning - prediction and optimization of offer & revenues in banking - Python
- Applied ML regression models to predict revenue and classification models to determine sales offer to clients.
  link: https://ivorydaae.github.io/ML_Banking/#index

Unilever Sentiment Analysis Dashboard: Industry Analysis - Tableau & SQL & Alteryx
- The dashboard aims to give insights and specify the industries that raises reputational risk for Unilever.
  link: http://tiny.cc/sentiment-analysis

Gender Inequality Dashboard - R & shiny
- Used OECD data to analyze key figures of gender inequality and showcased the plots with shiny dashboard.
  link: https://ivdaae.shinyapps.io/Gender_Inequality_Dashboard/

scan or click here

Skills

Data Science Machine Learning | Database | Data Visualization

Python | pandas | numpy | scikit-Learn | Tensorflow
R | shiny | SQL | BigQuery | GCP | Dataiku DSS
Tableau | PowerBI | Google Data Studio | seaborn

Web & Analytics
Google Analytics
GTM | Google Ads
Contentsquare

Graphic Design
Adobe Illustrator
Adobe Photoshop
InDesign | Premiere

Language

English: *Fluent* - TOEFL iBT: 102/120
French: *Fluent* - DALF C1
German: *Proficient* - Goethe-Zertifikat B2
Chinese/Mandarin: *Native*

Interests

Fashion, Graphic design, Photography
Surfing, Rowing, Swimming, Yoga